

Auburn Endurance Capital Committee Meeting Minutes

Meeting Date: May 1, 2012

Time: 10:00 a.m.

Location: City Hall

Present: Harvey Roper, Cynci Calvin, Lisa Kodl, Bob Miller, Colleen Conley
Guests - Jim Northey

Minutes:

- Minutes from April 10, 2012 meeting reviewed and approved with one correction: the Western States Endurance Run trophy case at the Placer Co. Visitors' Center will be designed and paid for by the event, not the Visitors' Center.

Auburn Marathon:

- Insufficient number of entrants for Race Director Jim Northey to cover expenses
- No entrant complaints, nothing but positive feedback and the event received excellent reviews on management; plenty of positives for the event to build on.
- Will need to hear from Jim as to whether he plans to do this again.
- ECC recommends that he do!

Annual Work Plan (July 1, 2012 – June 30, 2013) (see appendix)

- Need to finalize Work Plan by Thursday, May 10 so it can be inserted into the City Council packets for the May 14 meeting.
- ECC will meet Tuesday, May 8 to finalize.
- Event Support (total \$100):
 - WSER
 - Where's my Runner?" booth at the finish
 - Needs volunteer support (food, beverages) and banner (\$100)
 - Sierra Tahoe 100-Mile Mtn. Bike Ride (place banners at the finish at the Overlook - no cost)
 - Tevis (place banners at the Fairgrounds for the Sunday judging - no cost)
- Auburnendurancecapital.com (total = \$0?)
 - Steve and Melissa are using Wordpress
 - Melissa regularly updates the front page with the most recent event activity information.
 - They have had some issues with formatting; Cynci will check with John Blue (sacramentorunning.com webmaster) to see if he would provide some assistance.
 - Needs: ECC mission statement, page for Bike Auburn site
 - Keep organizations and add ASRA, review map pages, keep businesses link.
 - Calendar needs more content
 - Cynci will help.
 - Add a form for requesting event to be added (required that event has a significant impact on or connection to Auburn) .

- Be on Chamber of Commerce's new Auburn App (Bruce Cosgrove is contact) (? Cost).
- Administer Bike Auburn's funds
 - \$0 cost
 - ECC agreed to use these funds for biking event support only.
- Provide "Auburn Style" endurance theme postcards for Visitors' Center and local businesses (total \$500).
- Adjust and finalize the \$500 for ECC proposed work plan budget on Tuesday, May 8.

Meeting adjourned at 11:20 a.m.

Next Meeting: May 8, 2012, 10 a.m., Auburn City Hall

Tentative Agenda:

- Auburn Marathon Update from Jim Northey
- Visitors Center Update from Jan Decker
- ECC Annual Work Plan

Appendix

Here is the format needed for the work plan, and tentative content. Additional blank form is attached (horizontal layout).

AECW 2012-2013 Work Plan/Budget Proposal

<u>Task</u>	<u>Why?</u>	<u>Completion Date</u>	<u>Expense</u>
Signature Event Support: Western State Endurance Run "Where's my Runner" booth banner and volunteer support	WSER has a huge economic impact of the city of Auburn and are key in defining Auburn as the Endurance Capital of the World. The Where's my Runner booth at the finish is very popular and provides the event a great service. The volunteer(s) work tirelessly for up to 30 hours.	June 23-24, 2012	\$100
ECC Postcards 5,000 postcards of several designs	The Endurance Capital Committee believes that distributing the very popular "Auburn Style" images on posters and postcards will help to raise the visibility of Auburn as a desirable place to live and to visit.	June 20, 2012 for first printing; additional printing to be done as needed.	\$500